

2019

# KNOXVILLE CHAMBER YEAR IN REVIEW

## MARKETING & COMMUNICATIONS



### SOCIAL MEDIA

**13,000**  
FACEBOOK  
ENGAGEMENTS

**4,100**  
INSTAGRAM  
ENGAGEMENTS

**1,100**  
TWITTER  
ENGAGEMENTS

**2,300**  
#ICHOOSE  
KNOXVILLE  
USES ON  
INSTAGRAM

**18** VIDEOS, **16,335** VIEWS

**COMMUNITY EVENT EMAIL**  
Sent Every Other Week

**14,921** EMAIL SENDS, **24%** OPEN RATE

**MEMBER EMAIL**  
CHAMBER EVENTS + DIRECTOR NEWSLETTERS  
**2,132** EMAIL SENDS, **35%** OPEN RATE

**120** MEDIA MENTIONS

**#ICHOOSE KNOXVILLE VIDEO**  
**17,000+** VIEWS ON SOCIAL MEDIA  
Played during **OPENING CREDITS** at  
**GRAND THEATER** for 5 months

### SNOWBALL DROP



Collaborated with 22 businesses during **Living Windows** to provide 300+ freebies and deals for locals to utilize on **Small Business Saturday**.

## EDUCATION & RESOURCES



### LUNCH & LEARNS

HOSTED **6**  
(5 in person, 1 digitally)  
**109** IN TOTAL ATTENDANCE



### IDEA EXCHANGE

**12** IDEAS BROUGHT TO EVENT  
Working with one attendee on opening a new business



### KNOXVILLE REVOLVING LOAN FUND

Collaborated with city to make more conducive for small businesses

## COMMUNITY BUILDING



### OUT FOR LUNCH

HOSTED **4**



### FALL CHAMBER SOCIAL

**30+** IN ATTENDANCE



### ANNUAL GATHERING

**65+** IN ATTENDANCE



### RIBBON CUTTINGS

**2** COMMUNITY PARKS  
**2** BUSINESS EXPANSIONS  
**5** NEW BUSINESSES



### WOMEN'S MENTORING

Collaboration with Newton Chamber of Commerce, Grinnell Chamber of Commerce, Knoxville Chamber of Commerce, and the Greater Des Moines Partnership  
**80** IN ATTENDANCE



### LET'S MEET FOR KOFFEE

HOSTED **8**



### CAUSES WE SUPPORTED

KNOXVILLE COMMUNITY SCHOOL  
District Facilities Project  
MARION COUNTY  
Purchase of VA  
CITY OF KNOXVILLE  
Clean Sweep

## TOURISM



### KNOXVILLE NATIONALS

HOUSING: **151** additional guests stayed in Knoxville

PARKED: **1,216** cars parked

SHUTTLED: **2,865** rides given by HIRTA

McKAY GROUP PARADE: **55** entries

PAINT THE TOWN RED t-shirts: **200+** shirts sold to support Nationals & Knoxville



## FINANCIALS

### ENDED THE YEAR POSITIVE!

INCOME BREAKDOWN:

**39%** from membership dues

**29%** from hotel/motel tax

**26%** from Nationals fundraising

**6%** other

## MEMBERSHIP

**2019** paid memberships: **150**

Member satisfaction: **4.24** out of 5

Dedicated to  
fostering a  
vibrant business  
community  
through effective  
communication  
and stakeholder  
engagement



**KNOXVILLE**  
CHAMBER OF COMMERCE

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